

To: Ashcroft, Tyler[tashcrof@blm.gov]
From: Ginn, Alison
Sent: 2017-12-12T12:02:27-05:00
Importance: Normal
Subject: Fwd: Bears Ears final draft communications plan
Received: 2017-12-12T12:03:20-05:00
BLM_Utah_CommPlan_ActiononMonumentReview.docx

Just FYI- this is what WO approved.

Regards,

Allison Ginn
External Affairs (Detail)
Bureau of Land Management
Utah State Office
801-539-4
195

----- Forwarded message -----

From: **Boyd-Peak, Kari** <kpeak@blm.gov>
Date: Mon, Dec 11, 2017 at 1:07 PM
Subject: Fwd: Bears Ears final draft communications plan
To: Allison Ginn <aginn@blm.gov>

----- Forwarded message -----

From: **Backus, Alyse** <abackus@blm.gov>
Date: Mon, Dec 11, 2017 at 1:04 PM
Subject: Fwd: Bears Ears final draft communications plan
To: Rachel Wootton <rwootton@blm.gov>, "Boyd-Peak, Kari" <kpeak@blm.gov>

----- Forwarded message -----

From: **Barret, Michelle** <mbarret@blm.gov>
Date: Mon, Dec 11, 2017 at 11:23 AM
Subject: Bears Ears final draft communications plan
To: "Eng, Lissa" <leng@blm.gov>, Alyse Backus <abackus@blm.gov>, Brian Lombard <blombard@blm.gov>, Derrick Henry <djherry@blm.gov>, Cynthia Hernandez <chernandez@blm.gov>, "Black, Meredith" <mcblack@blm.gov>, "czwemke@blm.gov" <czwemke@blm.gov>

Hi all,

For your info and appropriate use. Here is the Bears Ears communications plan. I will check with Mike Richardson to see if it has been updated since the president's visit and send that if it has, but the key messages are solid.

Let me know if you have any questions.

Michelle

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Alyse Backus

Bureau of Land Management

Acting Branch Chief of Digital Media

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Kari Boyd-Peak

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801-539-4022

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Communication Plan

Presidential Action on Secretarial Recommendation for Grand Staircase-Escalante National Monument and Bears Ears National Monument

INTRODUCTION

President Trump will visit Utah in early December to announce action on Interior Secretary Zinke's recommendations for the Bears Ears National Monument and Grand Staircase-Escalante National Monument. This plan provides key messaging and information to use during the roll-out of the new decisions when responding to both the public and media.

BACKGROUND

BLM Utah manages two national monuments: Grand Staircase-Escalante National Monument established by President Clinton in 1996 and Bears Ears National Monument established by President Obama in 2016. Both monuments have been the subject of intense media scrutiny and controversy.

In April 2017, President Trump issued an Executive Order requesting review of certain monuments, including the GSENM and BENM. Secretary Zinke conducted a thorough review and prepared his recommendation to the President.

COMMUNICATION GOALS

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TARGET AUDIENCE:

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Key Messages

(b)(5) DPP



STRATEGIES

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I. Secretarial Review of National Monuments Communications Guidance and Q&As:

In response to media inquiries:

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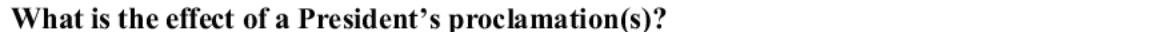
If asked about Utah's efforts to transfer federal lands to the state:

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Other talking points (*Paraphrased or direct quotes from DOI Press Releases*):

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What is the effect of a President's proclamation(s)?

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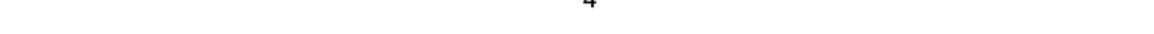
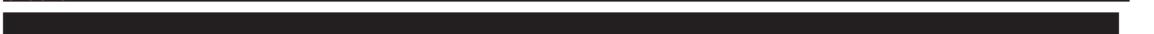
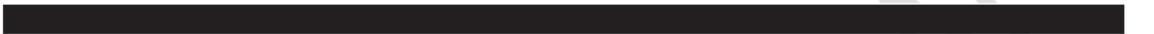
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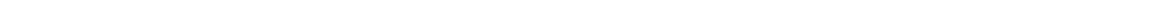
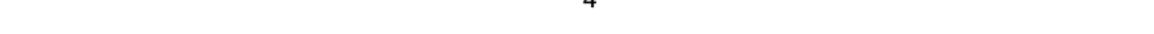
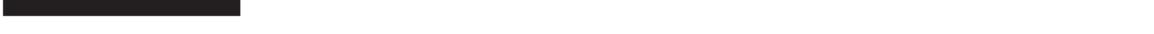
Specifically, what happens to the areas and their resources that are no longer inside the monument?

(b)(5) DPP



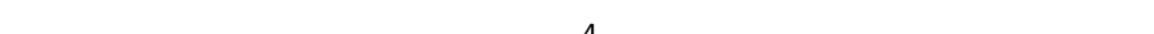
What happens to the areas that remain within a national monument?

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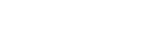
How does the proclamation affect public access?

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How do national monuments affect grazing?

(b)(5) DPP



How does a designation affect military uses of the land and airspace?

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